



**WEWS**

# ORDER

Flight Dates **09/24/12-10/14/12**

Contract / Revision      **311445 /**

Original Date / Revision  
09/18/12    09/18/12

Advertiser **Ohio Supreme Court 2012**

Agency    **Midwest Communications &**

Buying Contact

**49 S Grant Avenue  
Columbus, OH 43125**

Product

Agency Com    15%

Billing Contact

**7720 Benson Road  
Carroll, OH 43112**

Sales Office    WEWSL

Sales Region   LOC

Agency Ref

Order Sep      00:20:00

Estimate #

Alt Order #

Billing Type      Cash

Order Type      GENERAL

Billing Cycle      EOM/EOC

Billing Calendar BROADCAST

Demographic    A25-54

Rev Codes      AGY      POL      CAND

Product Codes PL

Priority            P-2

Advertiser Ref

Primary Account Executive  
Bill Young

Account Executive	Order%	Start Date	End Date
Bill Young	100%		

Order Share 100% Market Value 48800

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	22	\$13,940.00	\$16,400.00	0.00
October 2012	43	\$27,540.00	\$32,400.00	0.00
<b>Totals</b>	<b>65</b>	<b>\$41,480.00</b>	<b>\$48,800.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/30/12	22	\$13,940.00	\$16,400.00
10/01/12	10/14/12	43	\$27,540.00	\$32,400.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WEWS	09/24/12	10/14/12	M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	4	\$400.00	P-2	0.00 NM	11	\$4,400.00
				M-F GMC 5-6a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	MTWTF--	4		\$400.00		0.00					
Week:		10/01/12	10/07/12	MTWTF--	4		\$400.00		0.00					
Week:		10/08/12	10/14/12	MTWTF--	3		\$400.00		0.00					



**WEWS**

Print Date: 09/19/12

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Contract / Revision      **311445**      Flight Dates **09/24/12-10/14/12**

Hiatus Dates

Original Date / Revision    09/18/12/    09/18/12

Order Sep    00:20:00

Advertiser    **Ohio Supreme Court 2012**    Product

Estimate #

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	09/24/12	10/14/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	3	\$550.00	P-2	0.00	NM	9	\$4,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	MTWTF--					3	\$550.00		0.00			
	Week:	10/01/12	10/07/12	MTWTF--					3	\$550.00		0.00			
	Week:	10/08/12	10/14/12	MTWTF--					3	\$550.00		0.00			
N 3	WEWS	09/24/12	10/14/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	3	\$600.00	P-2	0.00	NM	9	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	MTWTF--					3	\$600.00		0.00			
	Week:	10/01/12	10/07/12	MTWTF--					3	\$600.00		0.00			
	Week:	10/08/12	10/14/12	MTWTF--					3	\$600.00		0.00			
N 4	WEWS	09/24/12	10/14/12	M-F 12pm News 12-1230p News	CM	12-1p	MTWTF--	:30	5	\$800.00	P-2	0.00	NM	15	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	MTWTF--					5	\$800.00		0.00			
	Week:	10/01/12	10/07/12	MTWTF--					5	\$800.00		0.00			
	Week:	10/08/12	10/14/12	MTWTF--					5	\$800.00		0.00			
N 5	WEWS	09/24/12	10/14/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	3	\$950.00	P-2	0.00	NM	9	\$8,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	MTWTF--					3	\$950.00		0.00			
	Week:	10/01/12	10/07/12	MTWTF--					3	\$950.00		0.00			
	Week:	10/08/12	10/14/12	MTWTF--					3	\$950.00		0.00			
N 6	WEWS	09/24/12	10/14/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	3	\$1,300.00	P-2	0.00	NM	9	\$11,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	MTWTF--					3	\$1,300.00		0.00			
	Week:	10/01/12	10/07/12	MTWTF--					3	\$1,300.00		0.00			
	Week:	10/08/12	10/14/12	MTWTF--					3	\$1,300.00		0.00			
N 7	WEWS	09/24/12	10/14/12	SA-SU GMA 8-9a SA-SU GMA 8-9a	CM	8-9a	-----SS	:30	1	\$600.00	P-2	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----SS					1	\$600.00		0.00			
	Week:	10/01/12	10/07/12	-----SS					1	\$600.00		0.00			
	Week:	10/08/12	10/14/12	-----SS					1	\$600.00		0.00			
Totals														65	\$48,800.00